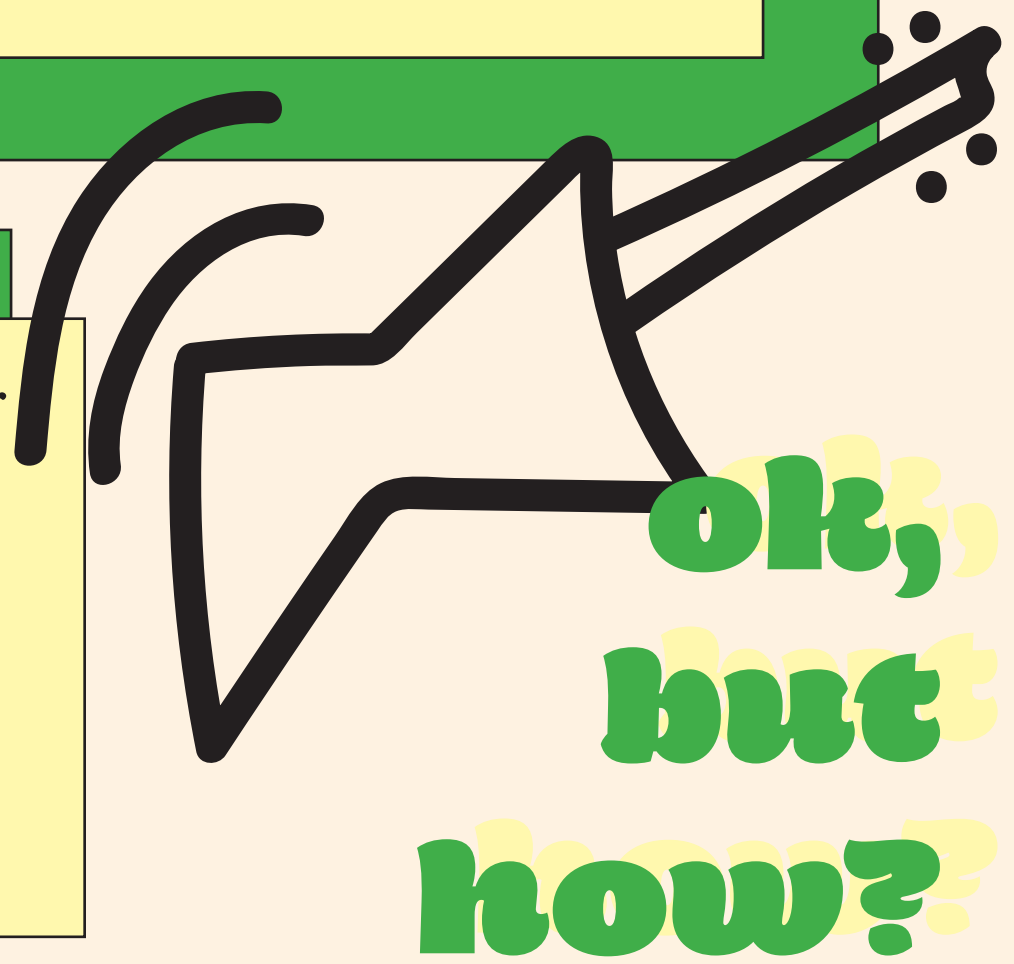# Voice + Tone

Establishing a language style guide for our community allows us to more intentionally set the connotations and resonances that can characterise community activities.

**Voice.** Build upon the foundations of our community values and communication plan to express the consistent personality of our writing. Our voice is who we are.

**Tone.** With an awareness of our context and content, we develop an intentional framework for expressing emotion in communications. Tone is the attitude we want to convey.

ok, but how?

Articulating the voice and tone(s) of our writing requires reflection and introspection. We should ask what feels enjoyable and what makes us unique when we express ourselves. To professionalise our work in community development, we should compose the motivations and theories that undergird the voice and tone. From there, we can get more practical and develop guides to style, syntax, diction, as well as content types and their approximate tones, the formalisation of key terms, and other documentation that allows communication to be a community activity.

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